

SHOW FEATURE:  
PALM EXPO CONFERENCE



# WITNESS A THREE-DAY COLLOQUIUM OF TECHNICAL GENUIS

***PALM Conference Program 2024 Set To Accelerate Knowledge Transfer, Crystallize Networking Opportunities, and Drive Insight-Laden Conversations***

**P**ALM Expo 2024, slated to take place from **May 30 – June 1, 2024** at the BEC, Mumbai, is not just a typical B2B tradeshow for the Indian pro audio and lighting industry. With its eye on breaking the mold of standard exhibitions year after year, PALM Expo organizes a highlight feature since the last 22 years of its existence – the **PALM Conference Program**. This year too, the Expo is back with its highlight feature, and it promises to be bigger and better than ever before.

With PALM Conference Program 2024, PALM Expo 2024 has established a monumental platform for key industry professionals to share their insights and expertise with an audience that is keen to be abreast of the latest trends and technologies in the pro audio and lighting industry. The conference sessions

at the PALM Conference Program this year will shed light on a multitude of interesting topics surrounding the B2B business with regards to audio and lighting. Marquee speakers such as **Christian Hertel, Mujeeb Dadarkar, Dr. Pramod Chandorkar, Sreejesh Nair, Vijay Benegal, and Viraaf Pocha** will take to the platform at the Program to talk about various subjects, ranging from the evolution of sound through the decades, systems engineering for big stadium events, manufacturing lighting in India, the way ahead for audio education in India, high-end lighting for special venues, the fundamentals of mastering – the list goes on.

Read on for the full **PALM Conference Program 2024 Schedule**:

# PALM Conference Schedule

DAY 1 – 30 MAY 2024

Theme: *Live Sound*

## Evolution of Sound Through the Decades

Time: 12:00 PM - 12:45 PM

**Synopsis:** A presentation looking at how live sound has evolved over the years, the revolutionary changes introduced by L-Acoustics, with a final look at what the future looks like in a live sound environment.

**Speaker: Peter Owen**, International Sales Manager, L-Acoustics, Africa and Indian Sub-Continent

## The Tech-Enhanced Stage

Time: 1:00 PM - 2:30 PM

**Synopsis:** This session will discuss:

- Tech innovations on the horizon and how upcoming technology innovations can revolutionize music festivals and concerts in the future.
- Importance of prediction softwares in sound system design
- How big-ticket artistes influence technicals (sound and lighting) and stage design?
- How technology has been used to engage audiences in an immersive experience, creating interactive environments that extend the experience beyond the music?

**Moderator: Emran Khan**, Founder & Director of RESET LIVE

**Panellists: Shipra Venkatesh**, Technical Producer, BookMyShow Live Production Manager, AR Rahman Live; **Dhananjay Naidu**, Stage Designer & VJ; **Becket Tundatil**, Lighting Designer, Fireflies; **Sachit Subramanian**, Co-Founder & Managing Partner, Circle Pro Audio; **Charlie Albin**, Systems Engineer, Meyer Sound; **Mankaran Singh**, Technical Director & Co-owner, Men At Work

## Systems Engineering for Big Stadium Events

Time: 2:45 PM - 3:30 PM

**Synopsis:** This session will explore systems design and engineering for large shows in stadia. It will delve into the challenges and differences between systems design for Rock shows and other events and how these can be combined? What are the challenges in Stadia from a logistical as well as from an acoustical point of view?

**Speaker: Gert Sanner**, Senior Consultant Education & Application Support, d&b audiotechnik GmbH & Co. KG

## FOH Mixing for Live Concerts

Time: 3:45 PM - 4:30 PM

**Synopsis:** In this comprehensive talk on FOH mixing, Dr. Pramod will provide a detailed exploration of both Indian and international practices, offering a nuanced comparison of their strengths and challenges. Attendees can expect to gain valuable insights into the expectations and responsibilities of an FOH engineer, along with a practical checklist for achieving optimal sound quality. The talk will cover essential aspects such as effective communication, time management, and teamwork, highlighting their significance in delivering a successful live performance. Dr. Pramod will also delve into the technical aspects of sound check, show files, and decision-making, emphasizing the importance of presence of mind and adaptability during live shows. Furthermore, the talk will address the post-show analysis, feedback, and continuous learning, providing FOH engineers with actionable strategies to enhance their skills and deliver exceptional sound experiences for diverse live events.

**Speaker: Dr. Pramod Chandorkar**, Director, Soundideaz Academy and Program Director, Universal AI University

## Panel Discussion On Manufacturing Lighting in India - A New Horizon

Time: 4:45 PM - 6:15 PM

**Synopsis:** The advent of LED has provided immense opportunity for lighting manufacture. The absence of heat has almost eliminated the technology and material hurdle. However, large value and quantity manufacturing is necessary. India provides adequate consumption market to amortise tooling and special design and branding. This session will discuss how India can deliver. Entertainment lighting depends on trussing for rigging lighting to international standards. This session will discuss the trussing and rigging factor in lighting product design.

**Moderator: Viraf Pocha**, Director, Landmark Productions (P) Ltd

**Panellists: Ranjan Shetty**, Deputy General Manager, Leksa Lighting Technologies Pvt. Ltd., **Ajeet Khare**, Managing Director, Canara Lighting Industries Pvt. Ltd., **Arvind Singh**, Founder, Giant Truss; **Koy Neminathan**, Business Development Director, Elation Professional



This image is for illustration purpose only

## Theme: Studio Recording

### The Awesome Sound Engineer

**Time: 12:30 - 1:30 PM**

**Synopsis:** Be there to know the secrets. Student or Pro, you don't want to miss this one!

**Speaker: Sreejesh Nair**, Avid Dolby Certified Audio Application Specialist

### Audio Education In India - The Way Ahead

**Time: 1:45 - 2:45 PM**

**Synopsis:** Moderated by Dr. Pramod Chandorkar, a distinguished Audio Engineer and passionate educator, the panel comprises industry luminaries. Mujeeb Dadarkar, renowned Engineer and Mentor, shares insights garnered from nurturing industry talents.

Sreejesh Nair, beloved in the global audio community, brings expertise as an Avid Product Specialist renowned for his engaging knowledge-sharing. Shrad-dha Sankulkar, a psychologist and soft skills trainer for media professionals, offers invaluable perspectives on holistic education. Tarun Anand, Chancellor of Universal AI University and advocate for sustainability and experiential learning, enriches the dialogue with his pioneering educational vision.

Together, they converge to delineate the future of audio education, bridging industry needs with innovative pedagogy and holistic development. In this dynamic panel discussion, industry experts converge to address the critical facets of audio education's evolution.

Emphasizing the urgent need for structured education, panellist's dissect the discrepancies between traditional education and industry requirements, spotlighting the importance of practical experience, soft skills, and business acumen. They advocate for trained faculties, experiential learning, and industry engagement while stressing the significance of state recognition and sustainability. Delving into the balance between knowledge acquisition and information assimilation, the discussion anticipates future technologies and explores strategies to ensure industry acceptance of graduates.

Through this dialogue, the panel endeavours to chart a forward-thinking trajectory for audio education, aligning it with industry demands and learner aspirations to cultivate a skilled and adaptable workforce ready to navigate the complexities of the audio landscape.

**Moderator: Dr. Pramod Chandorkar**, Director, Soundideaz Academy and Program Director Universal AI University

**Panellists: Mujeeb Dadarkar**, Co-founder, OdBle Consultants;  
**Sreejesh Nair**, Avid Dolby Certified Audio Application Specialist;  
**Shrad-dha Sankulkar**, Psychologist & Founder-Director, Mind Matterz;  
**Tarun Anand**, Chancellor, Universal AI University

### Mastering With Heart

**Time: 3:00 - 3:45 PM**

**Synopsis:** Donal Whelan and Gethin John delve into the philosophical foundations of their work as mastering engineers. While technical expertise is undoubtedly crucial for any sound engineer, making better decisions hinges on understanding and appreciating the magic and mystery of music. Topics

will include the emotional connection between a musician and listener, storytelling and song complexion in Indian and Western music, using the technical brain to facilitate emotional experiences, heart vs. head decision-making, heart-centered practices, and AI tools in mastering. Donal and Gethin will also discuss recent upgrades to their studio, including rewiring all analog interconnects with high-end cable and experimenting with external power supplies for outboard gear.

**Speakers: Donal Whelan**, Senior Engineer, Hafod Mastering; **Gethin John**, Chief Engineer, Hafod Mastering

### Control Room Acoustics

**Time: 4:00 - 4:45 PM**

**Synopsis:** The session will elucidate on the importance of acoustics in studios. The session will cover:

- Acoustics: An Imperfect Science
- Need for Acoustical Consultant
- Need for Experienced Contractors
- Isolation vs Internal Acoustics
- Isolation: Soundproofing Vs Waterproofing; Airborne Vs Structure-borne
- Location: Walls, Floor & Ceiling; HVAC; Doors & Windows
- Internal Acoustics: Shape & Size; Echo Vs Flutter Vs Reverb; Standing Waves
- Room Resonance: Broadband Vs Tuned Absorbers; Diffusion/Diffraction
- Design Software
- Analysis Software
- Speaker Calibration/Room Tuning

**Speakers: Mujeeb Dadarkar**, Co-founder, OdBle Consultants; **Vijay Benegal**, Co-founder, OdBle Consultants

### Advanced Recording Techniques & Immersive Music Production (PALM AES Session)

**Time: 5:00 - 6:00 PM**

**Synopsis:** Immersive audio is a listening experience that goes beyond the limited left-to-right span of traditional stereo. It is spatial, vectorised & directional audio. From cinema & videogames to streaming & large-format live venues, immersive audio has fully covered the consumer-consumption matrix of platforms. The surging demand of immersive audio for Virtual Reality (VR) and Augmented Reality (AR) in many applications has ensured that new & innovative audio workflows have now made their way to all content platforms.

In this session, leading experts with varied experience of content platforms, recording, sound mixing, mastering and music production will share their knowledge on this cutting-edge of audio tech and the next-gen sound workflows as well as the recording, mixing, and mastering tools and techniques involved in them.

**Moderator: Stan Alvares**, Hon. Secretary, AES India

**Speakers: Vijay Dayal**, Chief Sound Engineer at YRF-Yash Raj Films; **Chaitanya Chinchlikar**, Vice President & Business Head, Chief Technology Officer & Head of Emerging Media, Whistling Woods International; **P A Deepak**, Grammy Award-Winning Mix-Engineer; **Ishaan Jagyasi**, Spatial Audio Specialist & Music Producer

This information is accurate at the time of going to press.

**DAY 3 – 1 JUNE 2024**

## **Theme: Live Events and Stage Lighting**

### **Panel Discussion On High End Lighting For Special Venues**

**Time: 12:30 PM - 1:45 PM**

**Synopsis:** *The defining factor in every new high-end special venue launched today is undoubtedly the first quality of sound and also the excellence in lighting. The challenge of lighting design including acoustics, atmosphere, aesthetics, impact and quality, demands not only design capabilities but complete knowledge of the lighting product or technology itself and the application. This session will discuss the technology behind these lights and lighting technology and how best these factors in lighting design and technology can be satisfied in India in new high-end venues; What are the kinds of lights special venues are looking and asking for or demanding; Use of lighting product depends on the holistic design of the venue, the session will also discuss the holistic design.*

**Moderator:** *Viraf Pocha, Director, Landmark Productions (P) Ltd*

**Panellists:** **Rasesh Parekh**, Properitor, Integrated Entertainment Solutions; **Bunty Raj Mallarapu**, Technical Support, MA Lighting International Asia Pacific Region; **Christian Hertel**, Managing Director, Business Development of MADRIX; **Charles R Bardey**, Lead Technical Production, Nita Mukesh Ambani Cultural Centre (NMACC)

### **Preparing India for World-Class Talent for Entertainment Events, Powered by EEMA**

**Time: 2:00 PM - 3:15 PM**

**Synopsis:** TBA

**Speakers:** TBA

### **Title: Fundamentals of Mastering (Student Seminar)**

*(Open to students of Soundideaz Academy, Mumbai Music Institute and The Audio Guys Institute)*

**Time: 13:30 PM - 5:30 PM**

**Synopsis:** *Mastering engineers, Donal Whelan and Gethin John give a comprehensive introduction to the art and science of mastering music. Topics covered will include the philosophy of mastering, listening and decision-making, mastering room setup, self mastering v/s pro mastering, digital v/s analogue processing, signal paths and the process of mastering a song. This presentation will be tailored for, and exclusive to, students of Soundideaz Academy, Mumbai Music Institute and The Audio Guys Institute.*

**Speakers:** **Donal Whelan**, Senior Engineer, Hafod Mastering; **Gethin John**, Chief Engineer, Hafod Mastering

*This information is accurate at the time of going to press.*

**SHOW FEATURE:  
PALM EXPO CONFERENCE**